

## Nikki Watkins

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**From:** Brooke Gallagher  
**Sent:** Friday, October 28, 2016 11:11 AM  
**To:** Nikki Watkins  
**Subject:** FW: Prop 1 buy

Here is Prop 1 final Schedule. Kathy Good is handling on AM and I sent to Tatjana for BOB.

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**From:** Chad Crow [<mailto:kc@kcstrategies.com>]  
**Sent:** Friday, October 28, 2016 11:06 AM  
**To:** Brooke Gallagher  
**Subject:** RE: Prop 1 buy

How about this, Brooke? 8 spots on KLBJ in each day part Wed-Fri of next week, scrap KGSR and put the rest into BOB. With turnout as high as it is, let's just go for ratings. And on those 11/7 spots, of course only 11/7-8 that week, por favor.

Let me know if this works. if so, I'll get you paid today, we'll get the spot done over the weekend and have it to you Monday morning to be ready to air on Tuesday.

Thanks,  
chad

Station	Day Part	Program	10/31	11/7	Total	Rate	Total
KLBJ-AM	M-F 6a-10a	News/Talk	8		8	\$140	\$1,120
KLBJ-AM	M-F 10a-3p	Rush	8		8	\$100	\$800
KLBJ-AM	M-F 3p-7p	Jeff Ward	8		8	\$115	\$920
KGSR-FM	M-F 6a-10a	KGSR			0	\$60	\$0
KGSR-FM	M-F 3p-7p	KGSR			0	\$80	\$0
KBPA-FM	M-F 6a-10a	Bob	8	4	12	\$200	\$2,400
KBPA-FM	M-F 3p-7p	Bob	8	2	10	\$175	\$1,750

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**From:** Brooke Gallagher [<mailto:BGallagher@emmisaustin.com>]  
**Sent:** Friday, October 28, 2016 8:32 AM  
**To:** [kc@kcstrategies.com](mailto:kc@kcstrategies.com)  
**Subject:** RE: Prop 1 buy

KGSR and KBPA are good to go, so the only thing we can't clear is KLBJ-AM on Nov 7 and 8. Do you want to put that extra money next week instead?

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**From:** Chad Crow [<mailto:kc@kcstrategies.com>]  
**Sent:** Friday, October 28, 2016 8:14 AM  
**To:** Brooke Gallagher  
**Subject:** RE: Prop 1 buy

Thanks, Brooke. I'll be standing by.

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**From:** Brooke Gallagher [<mailto:BGallagher@emmisaustin.com>]  
**Sent:** Friday, October 28, 2016 8:02 AM  
**To:** [kc@kcstrategies.com](mailto:kc@kcstrategies.com)  
**Subject:** RE: Prop 1 buy

Good Morning Chad,

On KLBJ-AM, I have the inventory next week, but it is all Wed –Fri. I have nothing available on Nov 7<sup>th</sup> or 8<sup>th</sup>. I will check on KGSR and KBPA as soon as Tatjana gets in.

Brooke

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**From:** Chad Crow [<mailto:kc@kcstrategies.com>]  
**Sent:** Friday, October 28, 2016 1:36 AM  
**To:** Brooke Gallagher  
**Subject:** Prop 1 buy

Hey Brooke, got a bit of last minute money for the anti-prop 1 pac. See below for a proposed buy starting on 11/1 and running through 10a on 11/8. Let me know if this works. If so, I'll get you paid asap and we'll work on the ad over the weekend and have something for you when you get to the office on Monday morning.

Chad

Ps: NAB is attached.

Station	Day Part	Program	10/31	11/7	Total	Rate	Total
KLBJ-AM	M-F 6a-10a	News/Talk	6	4	10	\$140	\$1,400
KLBJ-AM	M-F 10a-3p	Rush	6	1	7	\$100	\$700
KLBJ-AM	M-F 3p-7p	Jeff Ward	6	2	8	\$115	\$920
KGSR-FM	M-F 6a-10a	KGSR	6	4	10	\$60	\$600
KGSR-FM	M-F 3p-7p	KGSR	6	2	8	\$80	\$640
KBPA-FM	M-F 6a-10a	Bob	6	4	10	\$200	\$2,000
KBPA-FM	M-F 3p-7p	Bob	6	2	8	\$175	\$1,400